



**VICKSBURG JUNETEENTH
HERITAGE FESTIVAL COMMITTEE**
P.O. Box 302
Vicksburg, Mississippi 39181-0302
vicksburgjuneteenth@yahoo.com

Bobbie Bingham Morrow, *President*
Jeremy Johnson, *Vice President*
Donna Williams, *Secretary*
Nancy Butler, *Assistant Secretary*
Catrina James, *Treasurer*
Porshia Ferguson, *Assistant Treasurer*

Kevin Abraham, *Ph.D.*
Artracia Brown
Grace Hicks Brown
Trudy James-Brown
Chareck Cable

Ola Clark
Johnnie R. Edwards
Kimberly Fisher, *Ph.D.*
Shalanda Harris
Columbus Hood

Traniece King
Rhondilyn Semien Nix
Ariel Patten
Patricia Terrell
Gloria Butler Thomas, *M.D.*
Nat West, *DNP*

February 28, 2024

Mayor and Aldermen
City of Vicksburg
1401 Walnut Street
Vicksburg, MS 39180

Dear Mayor and Aldermen:

The Vicksburg Juneteenth Heritage Festival Committee respectfully requests permission to host our Annual Juneteenth Celebration on Saturday, June 15, 2024, from 10:00 a.m. to 8:00 p.m. at Halls Ferry Park, 130 Halls Ferry Park Road, in Vicksburg, Mississippi. Our theme is ***Celebrating Freedom.***

On June 17, 2021, President Joe Biden signed the Juneteenth National Independence Day Act into law, commemorating the emancipation of enslaved African Americans. Juneteenth came about as the Civil War came to a close in 1865. A number of people remained enslaved, especially in remote areas. Word of slavery's end traveled slowly, and for those who were largely isolated from Union armies, life continued as if freedom did not exist. This was especially the case in Texas, where thousands of slaves were not made aware of freedom until June 19, 1865, when Union Gen. Gordon Granger arrived in Galveston and **issued an order** officially freeing them. Their celebration would serve as the basis of June 19 — or Juneteenth — a holiday celebrating emancipation in the United States. Juneteenth is necessary, but it is not sufficient in terms of what we need when it comes to acknowledging this traumatic period of American history.

Vicksburg's first city-wide Juneteenth Celebration was hosted by The Vicksburg Afro-American Museum and Studio on June 19, 1993, on Monroe Street. The members were Tillman Whitley (Chairman), Dorothy Whitley, Edwin Mitchell, Leona Stringer, Kevin Abraham, Harold Miller, Harry Daniels, and Charles James. Seven years later, Juneteenth Heritage Festival 2000 was organized by Albert and Ezell Matthews McDonald, owners of The Heritage Center, a business

Ezell Matthews McDonald, Founder

February 28, 2024

focused on African American heritage, culture, and traditions. It was held in Marcus Bottom on June 24, 2000, in Marcus Bottom (Halls Ferry Road/Lane Street to Bowmar Avenue).

Our committee is planning an enlightening Festival for the entire family. Young and old will learn the history of Juneteenth and its importance. Some of Vicksburg's and invited gifted live entertainment will perform. Numerous vendors will be on hand to sell their arts, crafts, and a variety of foods. Admission to this event is **Free**.

We respectfully request the following:

- Financial assistance. Enclosed, please find our Sponsorship Agreement. Please make all checks payable to Vicksburg Juneteenth Heritage Festival and return it with the completed Sponsorship Agreement to the post office box listed on the form. Upon receipt of your support, we will recognize the city of Vicksburg as a co-sponsor of the Celebration in all program guides, event flyers, and advertising. Please e-mail the city's photo-ready logo and ad to vicksburgjuneteenth@yahoo.com. The funds collected will also be used to pay for children's activities and prizes, décor, live entertainment (including sound and lighting), security, and souvenirs for our guests.
- A fee waiver for use of the Halls Ferry Park site.
- Complimentary use and delivery from the Auditorium to the Halls Ferry Park of microphones, a podium, speakers, tents, rectangular tables, and chairs and pickup of the items at the conclusion of the event.
- Complimentary use and delivery of at least four floor fans and pickup at the conclusion of the event.
- Assistance from your Building and Maintenance personnel in providing access to electricity, water, lighting, a stage, etc.
- Greetings from the Mayor during the opening of the event on June 15, 2024. The program will start at 10:00 a.m.
- Please continue to keep this event on the city of Vicksburg's annual sponsorship list.

We sincerely thank the Board of Mayor and Aldermen for your past support of our Juneteenth Festival. Should you have any questions, please contact me at 601-630-5847 or email us at vicksburgjuneteenth@yahoo.com.

Sincerely,



BOBBIE BINGHAM MORROW
President and Co-Founder



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June 15, 2024 • Halls Ferry Park • 130 Halls Ferry Park Road • Vicksburg, Mississippi

SPONSORSHIP AGREEMENT

Please assist us in supporting youth activities and purchasing advertising, flyers, live entertainment (including sound and lighting), prizes, security, themed materials, and souvenirs.

INSTRUCTIONS: Please complete this form (type or print only) and return with payment by **May 5, 2024**. Questions or requests for more information should be referred to 601-630-5847. Send camera-ready ads to vicksburgjuneteenth@yahoo.com.

Name of Company/Agency _____

Physical Address _____

Mailing Address _____

City, State, and Zip Code _____

Point of Contact _____

Telephone Number _____

Authorizing Signature _____

Title _____

Ezell Matthews McDonald, Founder

SPONSORSHIP LEVELS

Please e-mail ad to vicksburgjuneteenth@yahoo.com



SANKOFA

West African: Go back to our roots in order to move forward and ensure our future.

\$4,000

- Top Level sponsor logo on all newspaper and printed event advertising materials.
- Name inclusion in all television and radio announcements.
- Submit back or inside front cover ad for the souvenir booklet (*first-come, first-served*).
- Submit and have posted a maximum 25-ft banner at the event.
- Reserved table at the Juneteenth Celebration.
- Representative allotted three minutes to greet the Juneteenth Celebration audience.
- Acknowledgement of sponsorship throughout the June 15, 2024, event.
- List name in **SANKOFA** level section of the souvenir booklet.



ANKH

Ancient Egyptian symbol of life.

\$3,000

- Major Level sponsor logo on all newspaper and printed event advertising materials.
- Submit inside back cover ad for the souvenir booklet (*first-come, first-served*).
- Submit and have posted a maximum 15-ft banner at the event.
- Reserved table at the Juneteenth Celebration.
- Representative allotted two minutes to greet the Juneteenth Celebration audience.
- Acknowledgement of sponsorship throughout the June 15, 2024, event.
- List name in **ANKH** level section of the souvenir booklet.



MA'AT

Ancient Egyptian concepts of balance, harmony, justice, law, morality, order, and truth.

\$2,000

- Mid-Level sponsor logo on all newspaper and printed event advertising materials.
- Submit a full-page ad for the souvenir booklet.
- Submit and have posted a maximum 10-ft banner at the event.
- Acknowledgement of sponsorship throughout the June 15, 2024, event.
- List name in **MA'AT** level section of the souvenir booklet.



EMANCIPATION

Freedom from legal, social, and/or political restrictions; liberation.

\$1,000

- Sponsor logo on all newspaper and printed event advertising materials.
- Submit a full-page ad for the souvenir booklet.
- Submit and have posted a maximum 5-ft banner at the event.
- Acknowledgement of sponsorship throughout the June 15, 2024, event.
- List name in **EMANCIPATION** level section of the souvenir booklet.

AMOUNT ENCLOSED: _____

FORM OF PAYMENT (Check one; please do not send cash) :

_____ CHECK _____ MONEY ORDER

MAKE CHECKS PAYABLE AND SEND TO:

Vicksburg Juneteenth Heritage Festival Committee
P.O. Box 302, Vicksburg, MS 39181-0302

DEADLINE: MAY 5, 2024